

FAUST AND THE Devil

HE SOLD HIS SOUL FOR THE LOVE OF A MAIDEN!



Reckless love and gorgeous spectacle throbbing to the deathless melodies of Gounod and Boito!

COLUMBIA PICTURES presents

FAUST AND THE DEVIL

Inspired by GOETHE'S DRAMA and GOUNOD'S OPERA, "FAUST"
Libretto by Michel Carré and Jules Barbier
with added musical interpretations of ARRIGO BOITO

starring

Italo **TAJO** Sensation of New York's Metropolitan!

Nelly **CORRADI** and Gino **MATTERA**

Orchestra of the ACCADEMIA di SANTA CECILIA of Rome
Screenplay by LEOPOLD MARCHAND
English Titles by HERMAN G. WEINBERG

Produced by
Gregor **RABINOVITCH**
Directed by
Carmine **GALLONE**

T H E A T R E

400-Line Ad Mat No. 401—4 Cols. x 100 Lines

COLUMBIA PRESSBOOK

'Faust and Devil' Daring Film Story Of Man Who Sold His Soul for Love



Faust and Devil Mat 2-A; Still No. 31

FAUST AND THE DEVIL, as played by Gino Mattera (left) and famed Metropolitan Opera star Italo Tajo. The scene is from the sensational Columbia movie at the.....Theatre.

'Faust and Devil' Superb; Great Drama, Great Music

(Review)

The perfect wedding of a great love drama and exquisite music has found new expression on the screen in Columbia's "Faust and the Devil," which opened yesterday at the..... Theatre. Telling the dramatic story of a man who sold his soul for the love of a maiden against a background of gorgeous spectacle and impassioned music, "Faust and the Devil" emerges as a thrilling emotional experience on the screen.

Famed Metropolitan Opera star Italo Tajo, whose golden voice is unsurpassed, beautiful Nelly Corradi and handsome Gino Mattera are starred. In "Faust and the Devil," Tajo takes the part of Mephistopheles, man's evil genius, who strikes a bargain with Mattera, as Faust, to restore to him the joys, thrills and love of youth in return for his soul! Miss Corradi is the ill-starred beauty who inspires Mattera's love. The powerful drama, whipped on by the frenzied and hauntingly beautiful music, reaches its peak of intensity when Miss Corradi is condemned to die at the stake for committing infanticide, but escapes the powers of darkness although she perishes in the flames. Mattera, too, escapes eternal damnation, after suffering terrible consequences.

Tajo gives a superb performance as the malevolent Mephistopheles who makes his devilish pact with Mattera. Miss Corradi, who is familiar to Amer-

ican audiences for her impassioned performance in "The Lost One" (La Traviata) shines in her present role. Mattera, who also was in "The Lost One," is excellent as the hapless Faust.

"Faust and the Devil" is also distinguished by a lavish production, with a giant cast and superb voices. The movie was inspired by Goethe's drama and Gounod's opera, "Faust" and has added musical interpretations of Arrigo Boito. The libretto was written by Michel Carré and Jules Barbier. The orchestra of the Accademia di Santa Cecilia recorded the beautiful music. Leopold Marchand's screen play, supplied with English titles by Herman G. Weinberg, was directed by Carmine Gallone. Gregor Rabinovitch produced the film for Columbia Pictures.



Faust and Devil Mat 2-B; Still No. 41

FAMOUS TEMPTATION SCENE in "Faust and the Devil" is brought to life on the screen at the..... Theatre. Italo Tajo, Nelly Corradi and Gino Mattera are starred in the Columbia picture.

CAST and CREDITS

Mephistopheles Italo Tajo
Margaret Nelly Corradi
Faust Gino Mattera
Martha Therese Dorny
Valentine Gilles Queant
Siebel Cesare Barbetti

THE SINGERS

Margaret Onelia Fineschi
Mephistopheles Italo Tajo
Faust Gino Mattera
Siebel Onofrio Scarfoglio

Directed by Carmine Gallone; Screen play by Leopold Marchand; English titles by Herman G. Weinberg; Inspired by Goethe's drama and Gounod's opera, "Faust"; Libretto by Michel Carré and Jules Barbier; With added musical interpretations of Arrigo Boito; Musical Adaptation by Alessandro Giegnini; Directors of Photography, V. Vich, A. Gallea; Art Direction, R. Herth, G. Medin; Costumes by Annenkov; Film Editors, N. Lazzari, F. Tropea; Orchestra of the Accademia di Santa Cecilia of Rome conducted by F. Capuana; Production Manager, F. DeMartino; Associate Producer, P. W. Tamburella; Produced by Gregor Rabinovitch. A Columbia Picture.

STORY

(Not for Publication)

Faust (Gino Mattera) makes a pact with Mephistopheles (Italo Tajo) to sell his soul in exchange for regaining his lost youth. Faust then falls in love with Margaret (Nelly Corradi), a beautiful woman. Her brother, Valentine (Gilles Queant), outraged at village gossip, challenges Faust to a duel and is killed when Mephistopheles comes to the aid of Faust. Fearing the wrath of the villagers, Faust and Mephistopheles flee. Meanwhile, Margaret, who has given birth to a child, flees into the night with her baby and wanders to the river's edge. She slips and plunges into the icy waters. Margaret is saved, but her child dies, and the young woman is sentenced to die at the stake for infanticide. Faust, although he has tasted all of the world's pleasures, still longs desperately for Margaret and begs Mephistopheles to bring him near her. In her prison cell, he pleads with the condemned girl to flee with him, but Margaret refuses when she sees Mephistopheles at the window. She is then led to the stake and Faust, fighting his way toward her, is transformed into an old man again. Mephistopheles has lost the soul for which he fought so bitterly. Margaret dies gloriously in the flames, as the Kingdom of Heaven opens for her.

(Running Time: 87 Minutes)

'Faust and Devil'

Columbia's "Faust and the Devil," spectacular screen version of the great opera, starring Metropolitan Opera sensation Italo Tajo, Nelly Corradi and Gino Mattera, will start at the Theatre. The immortal love drama of a man who sold his soul for the love of a maiden reaches the screen with a giant cast, lavish backgrounds and the beloved music that has thrilled millions. The picture was inspired by Goethe's drama and Gounod's opera, "Faust," with libretto by Michel Carré and Jules Barbier, and added musical interpretations of Arrigo Boito. The music is played by the orchestra of the Accademia di Santa Cecilia of Rome. Leopold Marchand's screen play, with English titles by Herman G. Weinberg, was directed by Carmine Gallone. Gregor Rabinovitch produced.

Italo Tajo Sings

Italo Tajo, great star of the Metropolitan Opera, is currently singing one of his most successful roles in Columbia's "Faust and the Devil," magnificent movie version of the love drama inspired by Goethe's drama and Gounod's opera, "Faust," with libretto by Michel Carré and Jules Barbier now at the..... Theatre.

Tajo, who has sung in the great opera houses of Rome, Chicago and in New York, is possessed of a splendid bass voice, and a magnificent stage presence which enables him to fill the ominous role of Mephistopheles to perfection.

Co-starred with Tajo in "Faust and the Devil" are lovely Nelly Corradi and Gino Mattera.

Nelly Corradi Back

Beautiful Nelly Corradi, who starred in Columbia's "The Lost One," (La Traviata) returns to the screen of the Theatre in Columbia's "Faust and the Devil," spectacular movie version of the famous love tale, inspired by Goethe's drama and Gounod's opera, "Faust," of the man who sold his soul for the love of a maiden. The new movie, which has a libretto written by Michel Carré and Jules Barbier, and contains added musical interpretations by Arrigo Boito, also stars Italo Tajo and Gino Mattera.

Gino Mattera Stars

Gino Mattera, young Italian operatic tenor, has one of the most famous roles in the entire operatic repertory in Columbia's "Faust and the Devil," now at the..... Theatre. Inspired by Goethe's drama and Gounod's opera, "Faust," the movie tells a great love story of the man who sold his soul for the love of a maiden. Italo Tajo and Nelly Corradi are co-starred.

Columbia's "Faust and the Devil," which brings to the screen the love, music and spectacle of the great opera, will be the next attraction at the Theatre, starting Italo Tajo, sensational star of the Metropolitan Opera, Nelly Corradi and Gino Mattera are starred.

In the spectacular new screen version of the love story that has always enthralled the world, "Faust and the Devil," inspired by Goethe's drama and Gounod's opera, "Faust," comes to the Theatre screen with a giant cast, lavish backgrounds, glorious voices and some of the world's most beloved music.

"Faust and the Devil" tells the famous tale of the man who sold his soul for the love of a maiden and tasted once again the thrills and joys of youth. As told to the accompaniment of the deathless melodies of Gounod, with added musical interpretations of Arrigo Boito, "Faust and the Devil" is said to combine brilliantly the varied appeals of a great love drama and gorgeous spectacle into an exciting screen version.

As Mephistopheles, the prince of evil, Tajo makes a pact with Mattera, portraying Faust, to restore the latter's vigorous youth in exchange for his soul. Mattera falls in love with a beautiful young woman, played by Miss Corradi, but is forced to flee when, in a duel with her brother, the latter is killed. Although he roams the world and tastes all its pleasures, he returns to his beloved only to find that she is condemned to die for killing her child. In the powerful climax, that held preview audiences spellbound, Tajo is cheated of their souls.

Leopold Marchand's screen play, equipped with English titles by Herman G. Weinberg, was directed by Carmine Gallone. The libretto was written by Michel Carré and Jules Barbier. Gregor Rabinovitch produced.



Mat 1-A; Still No. 1

TENDER LOVE between Faust and Margaret is recaptured on the screen by Gino Mattera and Nelly Corradi in this scene from the Columbia picture, "Faust and the Devil" at the..... Theatre.

IMPORTANT!

Individual 1-column mats of Italo Tajo, Nelly Corradi and Gino Mattera are available at National Screen Service although not shown in this pressbook. Order Mat 1-B or Still No. 39 (Tajo), Mat 1-C or Still No. 60 (Corradi) and Mat 1-D or Still No. 62 (Mattera).

He sold his soul
to the devil for
an hour in
her arms!

THE LOVE,
THE MUSIC,
THE SPECTACLE
of the great
opera now
on the
screen!

COLUMBIA PICTURES presents

FAUST AND THE DEVIL

Inspired by GOETHE'S DRAMA and GOUNOD'S OPERA, "FAUST"
Libretto by Michel Carré and Jules Barbier
With added musical interpretations of ARRIGO BOITO

starring **ITALO TAJO** METROPOLITAN OPERA STAR
Nelly CORRADI • **Gino MATTERA**

Orchestra of the ACCADEMIA di SANTA CECILIA of Rome
Produced by **Gregor RABINOVITCH** • Directed by **Carmine GALLONE**
Screenplay by **LEOPOLD MARCHAND**
English Titles by **HERMAN G. WEINBERG**

Ad Mat No. 104—71 Lines

Immortal music!
Exciting love!

COLUMBIA PICTURES presents

FAUST AND THE DEVIL

starring **ITALO TAJO** • **Nelly CORRADI** • **Gino MATTERA**

Inspired by GOETHE'S DRAMA and GOUNOD'S OPERA, "FAUST" • Libretto by Michel Carré and Jules Barbier • With added musical interpretations of ARRIGO BOITO • Orchestra of the ACCADEMIA di SANTA CECILIA of Rome • Screenplay by LEOPOLD MARCHAND • English Titles by HERMAN G. WEINBERG • Produced by GREGOR RABINOVITCH • Directed by CARMINE GALLONE

Ad Mat No. 101—20 Lines

He sold his soul for the love of a maiden!

COLUMBIA PICTURES presents

FAUST AND THE DEVIL

Inspired by GOETHE'S DRAMA and GOUNOD'S OPERA, "FAUST"

starring **ITALO TAJO** • **Nelly CORRADI** • **Gino MATTERA**

Libretto by Michel Carré and Jules Barbier • With added musical interpretations of ARRIGO BOITO • Orchestra of the ACCADEMIA di SANTA CECILIA of Rome • Screenplay by LEOPOLD MARCHAND • English Titles by HERMAN G. WEINBERG • Produced by GREGOR RABINOVITCH • Directed by CARMINE GALLONE

34-Line Ad Mat No. 201—2 Cols. x 17 Lines

FOR ONE KISS
SHE WAS
WILLING
TO DIE!

Daring
love!
Thrilling
spectacle!

COLUMBIA PICTURES presents

FAUST AND THE DEVIL

Inspired by GOETHE'S DRAMA and GOUNOD'S OPERA, "FAUST"
Libretto by Michel Carré and Jules Barbier
With added musical interpretations of ARRIGO BOITO

starring **ITALO TAJO** • **Nelly CORRADI** • **Gino MATTERA**

Orchestra of the ACCADEMIA di SANTA CECILIA of Rome • Screenplay by LEOPOLD MARCHAND • English Titles by HERMAN G. WEINBERG • Produced by GREGOR RABINOVITCH • Directed by CARMINE GALLONE

Ad Mat No. 103—45 Lines

Hear
THE MUSIC!
See
THE SPECTACLE!
Live
THE LOVE!

COLUMBIA PICTURES presents

FAUST AND THE DEVIL

starring **ITALO TAJO**
Nelly CORRADI • **Gino MATTERA**
A COLUMBIA PICTURE

Inspired by GOETHE'S DRAMA and GOUNOD'S OPERA, "FAUST" • Libretto by Michel Carré and Jules Barbier • With added musical interpretations of ARRIGO BOITO • Orchestra of the ACCADEMIA di SANTA CECILIA of Rome • Screenplay by LEOPOLD MARCHAND • English Titles by HERMAN G. WEINBERG • Produced by GREGOR RABINOVITCH • Directed by CARMINE GALLONE

Ad Mat No. 102—33 Lines

New spectacular screen version
of the love drama that has always
enthralled the world!

COLUMBIA PICTURES presents

FAUST AND THE DEVIL

Inspired by GOETHE'S DRAMA and GOUNOD'S OPERA, "FAUST"
Libretto by Michel Carré and Jules Barbier • With added musical interpretations of ARRIGO BOITO

starring **ITALO TAJO**
Nelly CORRADI and **Gino MATTERA**

Orchestra of the ACCADEMIA di SANTA CECILIA of Rome
Screenplay by **LEOPOLD MARCHAND** • English Titles by **HERMAN G. WEINBERG**
Produced by **GREGOR RABINOVITCH** • Directed by **CARMINE GALLONE**

154-Line Ad Mat No. 204—2 Cols. x 77 Lines

THE SPECTACLE and EXCITEMENT of A GREAT LOVE DRAMA
FIND NEW HORIZONS ON THE SCREEN!

A giant cast...lavish backgrounds...
glorious voices...beloved music!

COLUMBIA PICTURES presents

FAUST AND THE DEVIL

Inspired by GOETHE'S DRAMA and GOUNOD'S OPERA, "FAUST"
Libretto by Michel Carré and Jules Barbier
With added musical interpretations of ARRIGO BOITO

starring **ITALO TAJO** • **Nelly CORRADI**
and **Gino MATTERA**

Orchestra of the ACCADEMIA di SANTA CECILIA of ROME
Produced by **Gregor RABINOVITCH** • Directed by **Carmine GALLONE**

T H E A T R E

100-Line Ad Mat No. 203—2 Cols. x 50 Lines

SOARING THROUGH GORGEOUS SPECTACLE AND
GLORIOUS LOVE...THE IMMORTAL GOUNOD
AND BOITO MUSIC!

COLUMBIA PICTURES presents

FAUST AND THE DEVIL

Inspired by GOETHE'S DRAMA and GOUNOD'S OPERA, "FAUST"
Libretto by Michel Carré and Jules Barbier
With added musical interpretations of ARRIGO BOITO

starring **ITALO TAJO**
Nelly CORRADI and **Gino MATTERA**
A COLUMBIA PICTURE

Orchestra of the ACCADEMIA di SANTA CECILIA of Rome
Screenplay by **LEOPOLD MARCHAND** • English Titles by **HERMAN G. WEINBERG**
Produced by **GREGOR RABINOVITCH** • Directed by **CARMINE GALLONE**

64-Line Ad Mat No. 202—2 Cols. x 32 Lines

OFFICIAL BILLING	
COLUMBIA PICTURES	—25%
presents	
FAUST AND THE DEVIL	—100%
Inspired by GOETHE'S DRAMA and GOUNOD'S OPERA, "FAUST"	—25%
Libretto by Michel Carré and Jules Barbier	—10%
With added musical interpretations of ARRIGO BOITO	—15%
starring	
ITALO TAJO	—75%
Nelly CORRADI	—75%
and	
Gino MATTERA	—25%
Orchestra of the ACCADEMIA di SANTA CECILIA of Rome	—15%
Screenplay by LEOPOLD MARCHAND	—15%
English Titles by HERMAN G. WEINBERG	—50%
Produced by GREGOR RABINOVITCH	—50%
Directed by CARMINE GALLONE	

'Faust and the Devil' Exploitation

THE MUSIC

THE SPECTACLE

"Faust and the Devil" is an impassioned screen presentation inspired by the Gounod and Goethe opera, "Faust." Here are some ideas to help sell the glorious voices and beloved music of the film:

RADIO: Get stations to play arias from "Faust" on classical record programs, with playdate mentions.

SCHOOLS: Supply local music and high schools with stills for bulletin board displays. Program screenings for pupils and teachers.

MAILINGS: Music clubs, concertgoers, teachers and others should be sent a special letter which also goes to mailing lists of record shops.

RECORDS: Use stills in music store window and counter displays of recordings from "Faust" and other Gounod masterpieces.

BOOKS: Arrange library and book store displays of opera literature, using stills from film.

For spectacular, old-time showmanship, go to "the Devil!" The "Devil" of your picture and title offers alert showmen a wealth of opportunity. Put "the Devil" to work by working the following:

ROMANCE THAT SINGS

"Faust and the Devil" tells a love story that has thrilled millions. In everything that is done, showmanship-wise, this romance should be emphasized. Faust and Margaret might be compared with other immortal lovers: Romeo and Juliet, Tristan and Isolde, etc. Go after radio and newspaper write-in contests on immortal lovers; arrange for newspaper and radio forums on love at first sight, etc.

BALLY: In Devil's costume, of course! Sign calls attention to picture and playdate.

CONTESTS: Numerous write-in contests can be worked out; essays on "the Devil" in literature and art; letters on "*When the Devil Tempted Me*," etc.

LOBBY: Train a baby spot on a darkened corner of your lobby, focussed on a sign: "*The Devil Will Appear Here, etc.*" Place sign above concealed dry ice or steam outlet, so rising fumes surround it.

JEWELRY TIE-UP

One of the most famous arias in "Faust," and in the film, is the *Jewel Song*. Go after jewelry and department store displays, using Still No. 11.

TRAILER

A breath-taking sample of the gorgeous spectacle and glorious music, the trailer should be used well in advance. Order it from National Screen Service.

DISPLAY: "*These are the Instruments of the Devil*" might caption a 40" x 60" display which uses such stills as: Still Nos. 31 (vanity); 11 (temptation); 17 (hatred); 16 (pride); 12 (desire); 41 (abandon); 2 (jealousy).

ACCESSORIES



3-SHEET

EIGHT
11x14's



STILLS and SPECIAL DISPLAYS

- 1) Set of production highlights from the picture for your lobby and out front wall frames, for newspaper planting and for displays.
- 2) Specialty displays prepared by National Screen Service for your showing of "Faust and the Devil," including a 40" x 60", a 30" x 40", a 24" x 82" and a 24" x 60".



1-SHEET

ORDER ALL ACCESSORIES DIRECT
FROM NATIONAL SCREEN SERVICE

'FAUST AND THE DEVIL' ADVERTISING SUPPLEMENT

● This supplement contains the newspaper ads used by the Little Carnegie, one of New York City's outstanding "class" theatres, for the American premiere of "Faust and the Devil." The Little Carnegie started its campaign two days before opening with the 300-line ad shown below and followed up with the day before opening and opening day ads shown on the next two pages. *This is the campaign which brought the biggest opening day and day after opening business in the Little Carnegie's experience!*

● Page 3 of this section contains information about the special free trailer as well as highlights of the Little Carnegie's exploitation campaign for duplication or adaptation in your situation. On the last page you will find excerpts from the rave notices New York's movie critics and leading national organizations accorded the film. You might use these or local reviews in your ads.

Be sure you adapt this copy for your own use before running ad.

IT WAS INEVITABLE that

we of the *Little Carnegie* would eventually give our endorsement, in advance of its opening, to a motion picture that comprised superb entertainment and represented the maximum in enjoyment for *Little Carnegie* patrons.

We do this unhesitatingly with regard to a picture opening Saturday.

We have been trail-blazers in bringing unusual entertainment to discriminating New Yorkers. Our successes have included the only film Toscanini ever made, "Hymn of the Nations" . . . Noel Coward's "Brief Encounter" . . . the Michelangelo picture, "The Titan" . . . and many others.

On Saturday we will present *Goethe's* unforgettable drama and *Gounod's* immortal music eloquently blended in a new form of entertainment.

With "*Faust and the Devil*," music drama reaches fulfillment on the screen.



COLUMBIA PICTURES presents

FAUST AND THE DEVIL

Inspired by GOETHE'S DRAMA and GOUNOD'S OPERA, "FAUST"

Libretto by Michel Carré and Jules Barbier
With added musical interpretations of ARRIGO BOITO
starring

METROPOLITAN OPERA STAR **ITALO TAJO** • **NELLY CORRADI** • **GINO MATTERA**
Orchestra of the ACCADEMIA di SANTA CECILIA of ROME
Screenplay by LEOPOLD MARCHAND • English Titles by HERMAN G. WEINBERG
Directed by **CARMINE GALLONE** • Produced by **GREGOR RABINOVITCH**

The Little Carnegie reprinted this ad in dark blue ink on light blue stock for use as a herald throwaway.

306-Line Ad Mat No. 302—3 Cols. x 102 Lines

(2 Days Before Opening Ad)

THE EVENT OF THE YEAR

FOR THE FIRST TIME GOETHE'S
inspiration, in a brilliant,
unique adaptation. His im-
mortal drama of good and
evil . . . youth and love.

THE MUSIC BY GOUNOD,
superbly sung and eloquently
interwoven with the action.

MAGNIFICENT PRODUCTION
contributing to the creation of
a new form of entertainment.

THE ACTING...
in the hands of a great cast,
headed by Tajo of the Metro-
politan Opera, breathes new
warmth into this ageless mas-
terpiece.

MUSIC DRAMA
at last reaches fulfillment on
the screen.



Inspired by GOETHE'S DRAMA and GOUNOD'S
OPERA "FAUST" • Libretto by Michel Carré
and Jules Barbier • With added musical
interpretations of ARRIGO BOITO • starring
ITALO TAJO • NELLY CORRADI • GINO
MATTERA • Orchestra of the ACCADEMIA di
SANTA CECILIA of Rome • Screenplay by
LEOPOLD MARCHAND • English Titles
by HERMAN G. WEINBERG • Directed by
CARMINE GALLONE • Produced
by GREGOR RABINOVITCH

A COLUMBIA PICTURE

300-Line Ad Mat No. 301—3 Cols. x 100 Lines

(Day Before Opening Ad)

THE EVENT OF THE YEAR !

Music drama reaches
fulfillment on the screen!



Inspired by GOETHE'S DRAMA and GOUNOD'S OPERA "FAUST"
Libretto by Michel Carré and Jules Barbier • With added
musical interpretations of ARRIGO BOITO • starring ITALO
TAJO • NELLY CORRADI • GINO MATTERA • Orchestra of the
ACCADEMIA di SANTA CECILIA of Rome • Screenplay by LEOPOLD
MARCHAND • English Titles by HERMAN G. WEINBERG • Directed
by CARMINE GALLONE • Produced by GREGOR RABINOVITCH

A COLUMBIA PICTURE

100-Line Ad Mat No. 205—2 Cols. x 50 Lines

(Day Before Opening Ad)

MUSIC DRAMA
REACHES
FULFILLMENT
ON THE
SCREEN



Inspired by GOETHE'S DRAMA and GOUNOD'S
OPERA "FAUST" • Libretto by Michel Carré
and Jules Barbier • With added musical
interpretations of ARRIGO BOITO • starring
ITALO TAJO • NELLY CORRADI • GINO
MATTERA • Orchestra of the ACCADEMIA di
SANTA CECILIA of Rome • Screenplay by
LEOPOLD MARCHAND • English Titles
by HERMAN G. WEINBERG • Directed by
CARMINE GALLONE • Produced
by GREGOR RABINOVITCH

A COLUMBIA PICTURE

Ad Mat No. 105—100 Lines

(Opening Day Ad)

MUSIC DRAMA
REACHES FULFILLMENT
ON THE SCREEN

*For the first time
Goethe's immortal drama
and Gounod's beloved music
are excitingly blended in
a motion picture...
brilliantly produced
in a magnificent new form
of entertainment.*



Inspired by GOETHE'S DRAMA and GOUNOD'S OPERA "FAUST" • Libretto by Michel Carré and Jules Barbier • With added musical interpretations of ARRIGO BOITO • starring ITALO TAJO • NELLY CORRADI • GINO MATTERA • Orchestra of the ACCADEMIA di SANTA CECILIA of Rome Screenplay by LEOPOLD MARCHAND • English Titles by HERMAN G. WEINBERG Directed by CARMINE GALLONE • Produced by GREGOR RABINOVITCH
A COLUMBIA PICTURE

300-Line Ad Mat No. 206—2 Cols. x 150 Lines

(Opening Day Ad)

SPECIAL FREE TRAILER

Supplement your advance campaign with the special 50-second trailer containing selling copy and music from the sound track of the picture. The trailer copy follows:

For the first time Goethe's immortal drama and Gounod's beloved music are excitingly blended in a motion picture . . .

FAUST AND THE DEVIL

brilliantly produced in a magnificent new form of entertainment.

The Management is proud to present this picture in which a great cast headed by Tajo of the Metropolitan Opera imparts new warmth and excitement to an ageless masterpiece.

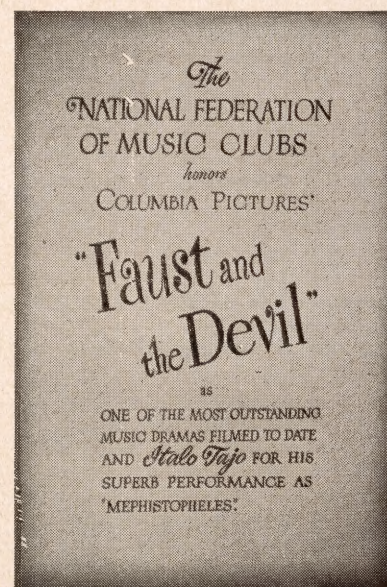
FAUST AND THE DEVIL

A Columbia Picture. Directed by Carmine Gallone. Produced by Gregor Rabinovitch.

Order this trailer from your Columbia exchange for early and frequent showing.

EXPLOITATION HIGHLIGHTS

- National Federation of Music Clubs award. See illustration.
- Radio and television breaks.
- Promoted 25 Cetra-Soria record albums as prizes in a review contest.
- Special screenings for National Federation of Music Clubs, schools, Goethe Society, etc.
- Big opening with luminaries of music world attending.
- Displays in book, music stores, libraries, etc.



OUTSTANDING ACCLAIM for 'FAUST AND THE DEVIL'

"Highest Rating. Far and away the best operatic film yet produced. . . a stirring, very fine moving picture, which is a musical treat as well. . . Really an artistic achievement, a triumph for all concerned. . . Italo Tajo is simply superb. . . Corradi's Margaret is a perfect thing, exquisitely beautiful and irresistibly appealing. She gives one of the most beautiful performances I have ever seen."

—N. Y. SUNDAY NEWS

"Production afforded by Gregor Rabinovitch. . . is solid and sumptuous. The music has been performed and recorded admirably."

—N. Y. TIMES

"'Faust and the Devil' is the best film of its kind yet made. . . enjoyable entertainment for both movie fans and music devotees."

—N. Y. JOURNAL-AMERICAN

"'Faust and the Devil' . . . is grand to hear and to see. . . cast is tops."

—N. Y. WORLD-TELEGRAM AND SUN

"Screen opera of superior quality. . . 'Faust and the Devil' is clear, plain, sweet-sounding and easy on the eyes."

—N. Y. POST

"'Faust and the Devil' is full of surprises. . . Little more could be asked of a film. . . Vocal work throughout is first rate. . . We are not likely to encounter another screen Mephistophiles like Italo Tajo for some time. . . sparkling entertainment."

—N. Y. HERALD TRIBUNE

"Give three or four cheers. . . it has action and drama and all the spectacle and super-natural fantasy proper to the legend. . . though 'Faust and the Devil' is taken from the Gounod opera, it is first and foremost a movie. . . more dynamic and exciting than I can ever recall Faust to have been."

—DAILY COMPASS

"An excellent picture in every respect. . . this fine production is a treat for lovers of fine music."

—NATIONAL SOCIETY DAUGHTERS OF AMERICAN REVOLUTION

"The story of Faust. . . takes on new beauty and interest from its meticulous direction, lovely musical interpretation and imaginative performances. . . continuously enjoyable."

—GENERAL FEDERATION OF WOMEN'S CLUBS

"In this triumph of the screen, one of the world's greatest dramas is given magnificent presentation. . . In 'Faust and the Devil', all the arts meet to make an unforgettable whole."

—AMERICAN LIBRARY ASSOCIATION

"'Faust and the Devil' is a stirring motion picture. . . scenery and sets are magnificent."

—NATIONAL FEDERATION OF MUSIC CLUBS

"Meticulous direction, beautiful musical interpretation, fine principals. . . contribute to make 'Faust and the Devil' a fine musical production. . . a real achievement."

—AMERICAN ASSOCIATION OF UNIVERSITY WOMEN



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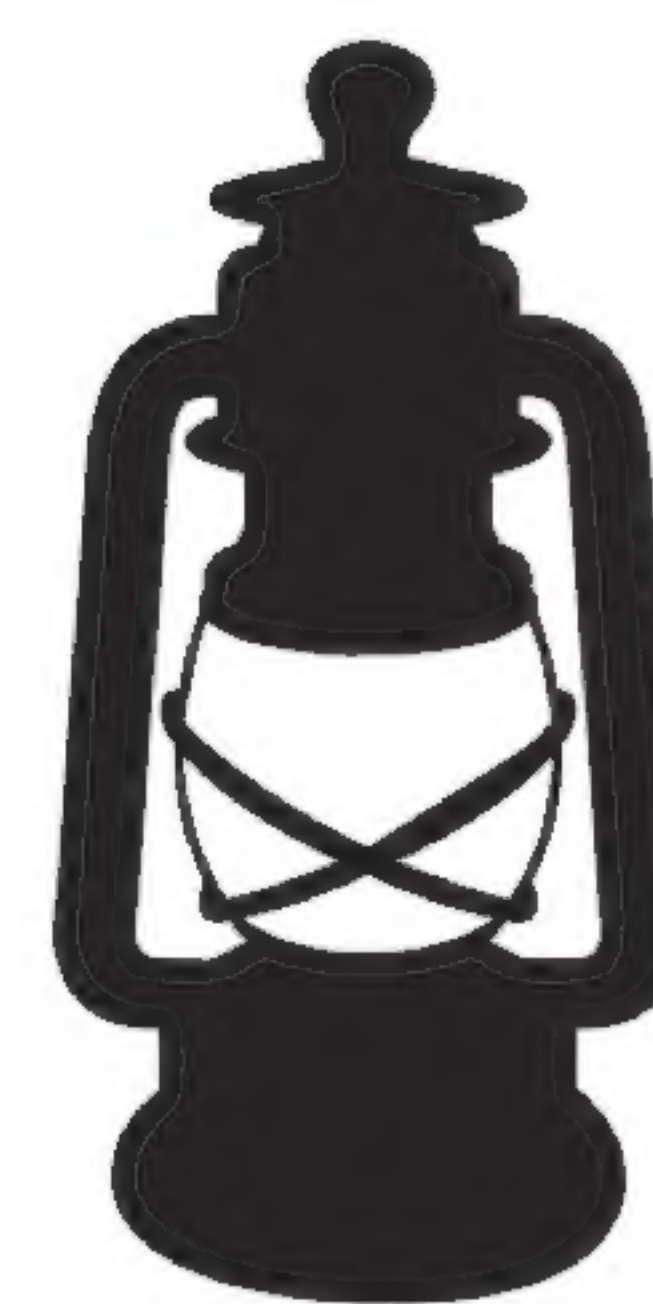


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